

# **Environmental Prevention Needs Assessment Workbook SFY2014**



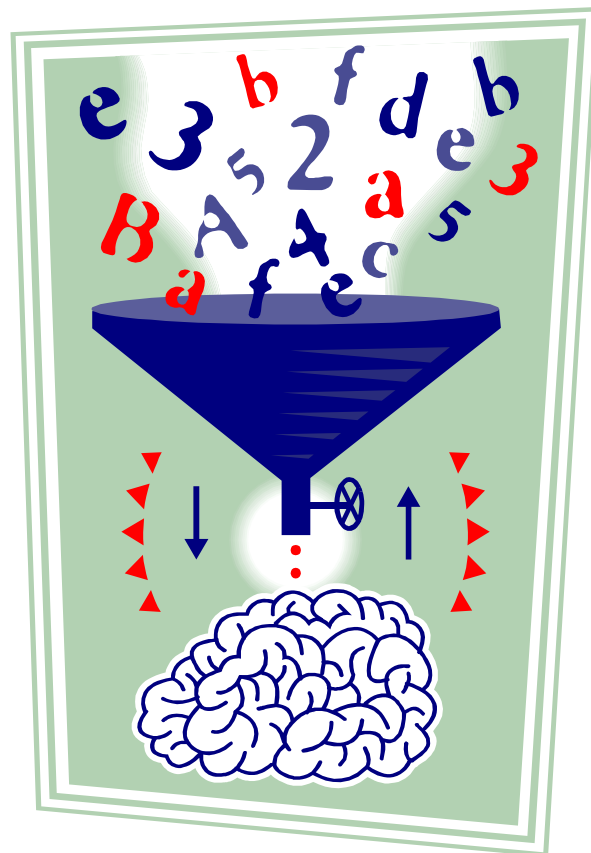
## **Part 3 Analysis & Recommendations**

**Beaverhead Co  
Part 3**

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# Problems



**Task One:**  
**Explore Consequence and Consumption Data in Your Community**  
**in Order to Identify What Problems are of Greatest Concern**

## CONSEQUENCES – PART 3

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Alcohol-related consequences are defined as the social, economic and health problems associated with binge drinking. This first section looks at the alcohol-related motor vehicle crash data and will help you understand the impact or consequence this has on your community. While it is recognized that not all communities will experience exactly the same impact, the consequence this project is focused on reducing is motor vehicle crashes.

### Motor Vehicle Crashes

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One of the major consequences of drinking alcohol is motor vehicle crashes resulting in injury and death. Drinking and driving have significant negative consequences for Montana's population. Your task will be to use the motor vehicle crash information for your community, rate the data and compare it with the state data using Workbook Part 1 - Tables 2 through 4.

#### **QUESTION 1 Motor Vehicle Crashes**

Based on Workbook Part 1 - Tables 2 through 4 and any other local data, how do alcohol-related motor vehicle crashes in your community compare to alcohol-related motor vehicle crashes across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Based on Table 2 data (alcohol related crashes with injuries) from 2008-2012 for Beaverhead County as compared to the MT state average (119.96 per 100,000 population) shows that Beaverhead Co. (170.89 per 100,000 population) has a higher rate of crashes as compared to the MT state average. Beaverhead Co.'s crash rate per 100,000 population is 170.89 vs. the state average 119.96 per 100,000 population (50.93 difference).

Table 3 data (alcohol related crashes with fatalities) shows that Beaverhead Co. has a higher rate of fatal crashes per 100,000 (17.31) than the state average (8.60) for all 5 years.

There is no information for Beaverhead Co. on the number of alcohol related crashes with fatalities for American Indians.

## **Underage Drinking and Driving**

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### **QUESTION 2 Underage Drinking and Driving**

Based on Workbook Part 1 - Tables 5 through 7 and your community's own local data, how does underage drinking and driving in your community compare to drinking and driving across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Based on Table 5 data for 2008, 2010 and 2012 Beaverhead Co. has a smaller problem with the percentage point difference of students that drove a vehicle after they had been drinking as compared to the MT state average.

In 2008, Beaverhead Co. had a 2 lower percentage point difference (12.1%) of students drinking and driving than the MT state average (14.1%).

In 2010, Beaverhead Co. had a 3.8 lower percentage point difference (6%) of students drinking and driving than the MT state average (9.8%).

In 2012, Beaverhead Co. had a .5 lower percentage point difference (8.8%) of students drinking and driving than the MT state average (9.3%).

## **High School Students Riding in Car Driving by Someone Who Has Been Drinking**

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### **QUESTION 3 High School Students riding in a Car Driven by Someone Who Has Been Drinking**

Based on Workbook Part 1 - Tables 8 through 10 and your community's own local data, how does high school students riding in a car driven by someone who has been drinking in your community compare students riding in a car driven by someone who has been drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Based on Table 8 data for 2008, 2010 and 2012 Beaverhead Co. has a smaller problem with Beaverhead Co. High School students riding in a car driven by a drinking driver as compared to the MT state average.

In 2008 the total percentage point difference of Beaverhead Co. High School students riding with a drinking driver was 3.4% lower (29.7%) than the MT state average (33.1%).

In 2010 the total percentage point difference of Beaverhead Co. High School students riding with a drinking driver was 5.9% (22.4%) lower than the MT state average (28.3%).

In 2012 the total percentage point difference of Beaverhead Co. High School students riding with a drinking driver was .8% (24.5%) lower than the MT state average (25.3%).

## **Final Consequence Question**

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### **QUESTION 4**

Based on all of the consequence data analyzed here and your answers to Questions 1 through 3, how is motor vehicle crashes, underage drinking and driving, and high school students riding in vehicles driven by driver who had been drinking impacting your community? Explain the rationale for your response.

Overall when comparing Questions 1 through 3 and Workbook Part 1 - Tables 2 through 10 it is noted that Beaverhead Co. has lower rates of crashes, fatal crashes, and students drinking and driving as well as riding with a drinking driver. The impact this has on the community is no different than the MT state average, for the rates of the above offenses are very similar.

## **CONSUMPTION – PART 3**

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This section looks at consumption data and will help you identify which alcohol-related consumption problems are greatest in your community. Consumption data includes binge drinking, underage drinking and driving, and high school students riding in cars driven by someone drinking. While it is recognized that not all communities will experience exactly the same problems the specific focus for the SPF SIG will be binge drinking.

### **Underage Binge Drinking**

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**QUESTION 5 Underage Binge Drinking**

Based on Workbook Part 1 - Tables 11 through 14 and your community's own local data, how does underage binge drinking in your community compare to underage binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Based on Table 11 data for 2008, 2010 and 2012 Beaverhead Co. has a smaller than the MT state average problem of Beaverhead students binge drinking in the past 2 weeks.

In 2008, Beaverhead Co. had a 5.6 (18.9%) lower percentage point difference of student's binge drinking than the MT state average (24.5%).

In 2010, Beaverhead Co. had a 5.3% (16.1%) lower percentage point difference of student's binge drinking than the MT state average (21.4%).

In 2012, Beaverhead Co. had a 3.8% (17.4%) lower percentage point difference of student's binge drinking than the MT state average (21.2%).

Table 12 data shows the percentage of American Indian students binge drinking in the past 2 weeks, in 2008 Beaverhead Co. shows an 11.1% higher percentage point difference than the MT state average of 0.

No data is reported for 2010 or 2012 for either Beaverhead county and MT state.

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**Adult Binge Drinking****QUESTION 6 Adult Binge Drinking**

Based on Workbook Part 1 - Tables 15 and 16 and your community's own local data, how does adult binge drinking in your community compare to adult binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Conversations with key informants suggest that Beaverhead Co. has many similar problems as MT state for binge drinking among adults. It is accepted and encouraged by local taverns and citizens per key informant interviews.

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**Underage Drinking (30 Day Use for Alcohol)**

**QUESTION 7 Underage Drinking** Based on Workbook Part 1 - Tables 17 through 19 and your community's own local data, how does underage drinking in your community compare to

underage drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Based on PNA data provided in Table for 2008, 2010 and 2012 Beaverhead Co. has a smaller rate of 30 day alcohol use than the MT state average.

In 2008, Beaverhead Co. had a 7.7 (30.7%) lower percentage point difference of students drinking in the past 30 days than the MT state average (38.4%).

In 2010, Beaverhead Co. had a 3.3 (31.7%) lower percentage point difference of students drinking in the past 30 days than the MT state average (35%).

In 2012, Beaverhead Co. had a 2.4 (32.7%) lower percentage point difference of students drinking in the past 30 days than the MT state average (35.1%).

## **Prescription Drug Abuse by Youth (30 Day Use)**

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### **QUESTION 8 Prescription Drug Abuse**

Based on Workbook Part 1 - Tables 20 and 22 and your community's own local data, how does the data about prescription drug abuse by youth in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Based on PNA data provided in Table 20 for 2008, 2010 and 2012 Beaverhead Co. has a bigger problem with prescription drug use among High School students than the MT state average.

In 2008, 30 day use of prescription drugs for Beaverhead Co. High School students was a 4.5 higher percentage point difference than the MT state average of 0.

In 2010, 30 day use of prescription drugs for Beaverhead Co. High School students was a 1.7 (5.7%) higher percentage point difference than the MT state average (4%).

In 2012, 30 day use of prescription drugs for Beaverhead Co. High School students was a 3.5 (7%) higher percentage point difference than the MT state average (%3.5).

## **Final Consumption Question**

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### **QUESTION 9**

Based on all of the consumption data analyzed here and your answers to Questions 5 through 8, how are underage drinking, binge drinking, and prescription drug abuse impacting your community? Explain the rationale for your response.

Based on consumption data for Questions 5 through 8 Beaverhead Co. has a consistently lower than state average rate of underage drinking and binge drinking than the MT state average.

Beaverhead Co. has a higher than state average rate of students reporting prescription drug use in the past 30 days. Prescription drug use was mentioned in both key informant interviews; suggesting that Dr.'s give them out like "candy" and that many people are sharing, making detection difficult.

The factors listed above are negatively impacting Beaverhead Co. for key informant interviews suggest drinking is a "way of life here in Dillon," and that a resurgence of meth and LSD is back in Dillon. Key informant interview suggest that some people that come into the ER for pain



meds know exactly what medication they want and are very knowledgeable about the pain meds. They pay special attention to these patients.

## **RISK FACTORS - PART 3**

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### **Perception of Parental Disapproval/Attitude**

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#### **QUESTION 10 Parental Attitudes and Disapproval**

Based on Workbook Part 1 - Table 23 and your community's own local data, how does the data about parental attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Based on PNA data provided in Table 23 Beaverhead Co. High School students report lower perception of parental disapproval toward alcohol/drug use for years 2008, 2010, and 2012 than the MT state average. Lower rates = bigger problem.

In 2008, Beaverhead Co. High School students reported a 3 (77.3%) lower percentage point difference of perceived parental disapproval of alcohol/drug use than the MT state average (80.3%).

In 2010, Beaverhead Co. High School students reported a 1.1 (80.7%) lower percentage point difference of perceived parental disapproval of alcohol/drug use than the MT state average (81.8%).

In 2012, Beaverhead Co. High School students reported an 8.7 (73.1%) lower percentage point difference of perceived parental disapproval of alcohol/drug use than the state average (81.8%).

### **Perception of Peer Disapproval/Attitude**

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#### **QUESTION 11 Peer Attitudes and Disapproval**

Based on Workbook Part 1 - Table 24 and your community's own local data, how does the data about peer attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Based on PNA data in Table 24 Beaverhead Co. has higher perception of peer disapproval toward alcohol/drug use than the MT state average for 2008, 2010, and 2012. This means that Beaverhead Co. has a smaller problem than the MT state average.

In 2008, Beaverhead Co. had a 3.6 (59.4%) higher percentage point difference of peer perceived disapproval of alcohol/drugs than the MT state average (55.8%).

In 2010, Beaverhead Co. had a 3.3 (67.7%) higher percentage point difference of peer perceived disapproval of drugs/alcohol than the MT state average (64.4%).

In 2012, Beaverhead Co. had a 4.8 (71.5%) higher percentage point difference of peer perceived disapproval of drugs/alcohol than the MT state average (66.7%).

## Perceived Risk/Harm of Use

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### QUESTION 12 Perceived Risk/Harm of Use

Based on Workbook Part 1 - Tables 26 through 30 and your community's own local data, how does the data about perceived risk/harm of use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Based on PNA data provided in Table 26 for 2008, 2010 and 2012 Beaverhead Co. has a lower percentage of students who believe it is wrong to drink alcohol. This means that Beaverhead Co. has a bigger problem than the MT state average.

In 2008, Beaverhead Co. had a 24 (63.9%) lower percentage point difference than the state average rate (87.9%) of students believing it is wrong to drink alcohol.

In 2010, Beaverhead Co. had a 3 (64.6%) lower percentage point difference than state average rate (67.6%) of students believing it is wrong to drink alcohol.

In 2012, Beaverhead Co. had a 6.9 (64.7%) lower percentage point difference than state average rate (71.6%) of students believing it is wrong to drink alcohol.

Based on PNA data provided in Table 27 for 2008, 2010 and 2012 Beaverhead Co. has a slightly smaller problem than the state of MT as a whole for a lower percentage of students who believe it is cool to drink alcohol regularly.

In 2008, Beaverhead Co. had a .7 (27.2%) lower percentage point difference than the state average rate (27.9%) of students believing it is cool to drink alcohol.

In 2010, Beaverhead Co. had a 3 (22.4%) lower percentage point difference than state average rate (25.4%) of students believing it is cool to drink alcohol.

In 2012, Beaverhead Co. had a 4.9 (18.6%) lower percentage point difference than state average rate (23.5%) of students believing it is cool to drink alcohol.

Based on PNA data provided in Table 28 for 2008, 2010 and 2012 Beaverhead Co. has a slightly bigger problem than the state of MT as a whole for a lower percentage of students who perceive risk of harm if having 1-2 alcoholic drinks every day.

In 2008, Beaverhead Co. had the same rate of 61.2% as the state average rate (61.2%) of students who perceive risk of daily drinking.

In 2010, Beaverhead Co. had a 4.3 (60.1%) lower percentage point difference than state average rate (64.4%) of students who perceive risk of daily drinking.

In 2012, Beaverhead Co. had a 2.8 (61.3%) lower percentage point difference than state average rate (64.1%) of students who perceive risk of daily drinking.

Based on PNA data provided in Table 29 for 2008, 2010 and 2012 Beaverhead Co. has a slightly bigger problem than the state of MT as a whole for a lower percentage of students do not perceive risk of harm for having 5+ alcoholic drinks every weekend (binge drinking) for 2 out of 3 years.

In 2008, Beaverhead Co. had a .4 (74.3%) higher percentage point difference than the state average rate (73.9%) of students who perceive risk of harm for binge drinking.

In 2010, Beaverhead Co. had a 1.3 (74.6%) lower percentage point difference than state average rate (75.9%) of students who perceive risk of harm for binge drinking.

In 2012, Beaverhead Co. had a 3.8 (72.2%) lower percentage point difference than state average rate (76%) of students who perceive risk of harm of binge drinking.

Based on PNA data provided in Table 30 Beaverhead Co. has a slightly bigger problem than the state of MT as a whole for a lower percentage of students perceive that neighbors will not think it is wrong for them to drink alcohol for 2008, 2010, and 2012.

In 2008, Beaverhead Co. had a 3.3 (68.6%) lower percentage point difference than the state average rate (71.9%) of students who perceive neighbors think it is wrong for youth to drink alcohol.

In 2010, Beaverhead Co. had a .1 (67.5%) lower percentage point difference than state average rate (67.6%) of students who perceive neighbors think it is wrong for youth to drink alcohol.

In 2012, Beaverhead Co. had a 3.8 (65.3%) lower percentage point difference than state average rate (69.1%) of students who perceive neighbors think it is wrong for youth to drink alcohol.

### **Family Communication around Alcohol/Drug Use**

#### **QUESTION 13 Family Communications around Alcohol/Drug Use**

Based on Workbook Part 1 - Table 25 and your community's own local data, how does the data about family communication around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Based on PNA data provided in Table 25 Beaverhead Co. has a bigger problem than the state of MT as a whole for a lower percentage of students have talked with a parent about the dangers of alcohol or drug use during the past 12 months across 2008, 2010, and 2012.

In 2008, Beaverhead Co. had a 21.9 (40.2%) lower percentage point difference of students reporting talking to parents about the dangers of drugs/alcohol in the past 12 months as compared to the MT state average (62.1%).

In 2010, Beaverhead Co. had a 24.7 (35.1%) lower percentage point difference of students reporting talking to parents about the dangers of drugs/alcohol in the past 12 months as compared to the MT state average (59.8%).

In 2012, Beaverhead Co. had a 20 (41%) lower percentage point difference of students reporting talking to parents about the dangers of drugs/alcohol in the past 12 months as compared to the MT state average (61%).

### **Alcohol Use is Causing Problems in Areas of Financial, Legal, Emotional, etc.**

#### **QUESTION 14 Alcohol is Causing Problems in Areas related to Financial, Legal, Emotional, etc.**

Based on Workbook Part 1 - Table 31 and your community's own local data, how does the data about problems related to financial, legal, emotional, etc., around alcohol/drug use in your

community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Based on PNA data provided in Table 31, Beaverhead Co students report a lower percentage of students believe alcohol is causing problems related to financial, legal, and emotional costs in Beaverhead Co. for 2 out of 3 years. The rates of Beaverhead Co. are lower, but not by much. It would be safe to say that Beaverhead Co. has about the same data as MT state as a whole.

In 2008, Beaverhead Co. had a 1.1 (9.1%) lower percentage point difference than state average rate (10.2%) of students believing that alcohol is causing problems in Beaverhead Co.

In 2012, Beaverhead Co. had a 1.1 (9.7%) higher percentage point difference than state average rate (8.6%) of students believing that alcohol is causing problems in Beaverhead Co.

In 2012, Beaverhead Co. had a .9 (8%) lower percentage point difference than state average rate (8.9%) of students believing that alcohol is causing problems in Beaverhead Co.

## **Final Risk Factors Question**

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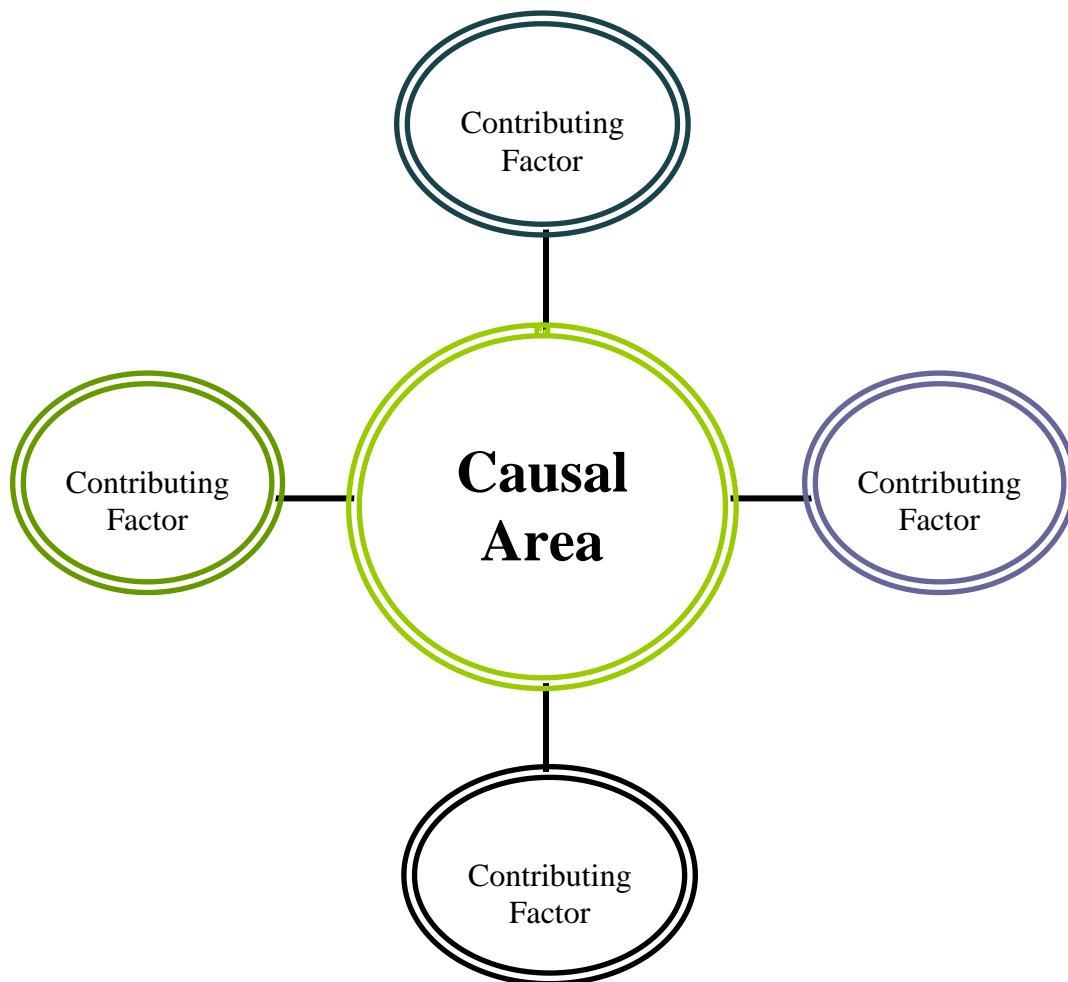
### **QUESTION 15**

Based on the risk data collected in Questions 10 through 14, how is your community affected by the risk factors outlined above? Explain the rationale for your response.

Based on Questions 10 through 14 our community is being negatively impacted by the risk factor of perceived risk/harm of use. PNA data for Beaverhead Co. shows that students have misconceptions about parental and neighborhood disapproval, the harmful effects of binge drinking, as well as the emotional/financial cost of alcohol/drug related problems in Beaverhead Co.

Beaverhead Co. students report percentages lower than the state average when it comes to; perceived parental and neighborly disapproval of their drinking alcohol, number of students who have talked with a parent about the dangers of alcohol and drugs, student perception of the harm of binge drinking, daily drinking, and that alcohol is causing problems in their community. This is a concerning trend, however goes along with our key informant interview with Law Enforcement. Dillon police see alcohol use in minors as environmental, that the community holds the attitude that it is a “way of life”.

# Causal Areas



**Task Two:**  
**Gather Data on Four Causal Areas**

## **RETAIL AVAILABILITY – PART 3**

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### **Compliance Checks**

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The selling of alcohol to minors or to individuals who are intoxicated can contribute to the misuse of alcohol in your community. One measure of this is the failure of compliance checks by retail outlets. Collect the following data for your community. If compliance checks are conducted by more than one agency, it will be necessary to collect data from multiple law agencies in your community (Sheriff, Deputy, City Police, Tribal Law Enforcement, and Highway Patrol). In some counties, the DUI Task Force may have compliance check data available.

#### **QUESTION 16 Compliance Checks**

Based on Local Data - does the failure percent seem to be rising or staying the same. Discuss the impact this may be having on your community.

Based on key informant interviews with Law Enforcement, in 2011 a round of compliance checks were conducted with 8 establishments being surveyed and 3 failures. This gives Beaverhead Co. a 38% failure rate. Department of Revenue had no record of any compliance checks conducted in Beaverhead Co. This could mean that Law Enforcement didn't report compliance checks to Department of Revenue, or that they weren't conducted. Inconsistent conduct of compliance checks could be giving merchants the impression that checking identification or over service is not a priority in Beaverhead Co. and is not consistently enforced.

#### **QUESTION 17 Compliance Checks**

If your community does not do compliance checks, does them infrequently, or if residents have no knowledge of the results of compliance checks, how might this affect binge drinking and drinking & driving in your community? Please the rationale for your response.

Conducting compliance checks infrequently could give merchants the impression that checks are not a top priority for Law Enforcement, thus giving the impression that over service is not of concern. When people are over served they make high risk choices. As a result binge drinking and drinking and driving rates could potentially go up as well.

### **Alcohol Seller/Server Training**

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#### **QUESTION 18 Alcohol Merchant Retail Sales Training**

Discuss the trends shown in Local Data. How does the number of Alcohol Merchant Retail Sales Trainings and number of people trained vary over time? Is this trend consistent with the relative growth rate of alcohol licenses and the turn-over rate of alcohol servers in your community? Discuss the implications of this trend for binge drinking and drinking and driving in our community.

Alcohol server trainings in Beaverhead Co. are consistently provided. Prior to SB29 the number of alcohol server trainings was low. In 2011 there was a spike of trainings with 15 trainings held and 187 people trained. In 2012 the numbers dropped (consistent with other counties) as most of the county were probably trained in 2011 or previous years. Expect to see another spike of trainings in 2014-2015 as those merchants trained in 2011 will be due for another certification.

According to Workbook Part 1 - Table 32 (2012 # of liquor licenses) there is 27 liquor licenses for a population of 9,346 which gives Beaverhead Co. a rate of 288.89 per 100,000 population, this is an average number of licenses for similar populations across the state. For example Rosebud Co. has 20 liquor licenses for a population of 9,396 and Deerlodge/Anaconda has 30 liquor licenses for a population of 9,227.

Given the average number of liquor licenses, input from Law Enforcement interviews regarding the environmental component of drinking in Beaverhead Co., as well as the bar that takes the stand, "if you are old enough to fight in war you are old enough to drink" could lead to many alcohol related problems in Beaverhead Co.

#### **QUESTION 19 Alcohol Merchant Retail Sales Training**

If your community does not hold RBSS trainings, how might this affect binge drinking and drinking and driving in your community?

Beaverhead county does conduct RBSS trainings regularly.

### **Retail Availability Questions**

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#### **QUESTION 20**

Based on information gathered about liquor licenses Workbook Part 1 - Table 32, alcohol compliance checks, Alcohol Merchant Retail Sales Trainings and other local data, what are there retail-availability problems that might contribute to binge drinking and drinking and driving and their consequences in your community? Explain the rationale for your response.

Based on information provided in Workbook Part 1-Table 32 Beaverhead Co. has similar problems to MT state as a whole. Binge drinking is considered socially acceptable and drinking and driving is a part of MT culture. This drinking culture, coupled with the number of liquor licenses for such a small population could lead to high rates of binge drinking, drinking and driving, as well as other alcohol related consequences.

#### QUESTION 21

Based on the above considerations, to what degree do you believe retail availability is impacting the binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact

0      1      2      3      4      5      6      7X      8      9      10

Major impact

Retail availability plays a major role in promoting a pro-drinking and drinking and driving culture in Beaverhead Co. Beaverhead Co. does not conduct compliance checks on a regular basis as well as taverns identified (through key informant interviews) as not approving of the minimum drinking age. Beaverhead Co. has a large number of liquor licenses (27) per population size (9,346). The factors listed above could contribute to high rates of underage drinking, binge drinking, and drinking and driving, which has a negative impact on Beaverhead Co.



## **CRIMINAL JUSTICE – PART 3**

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### **QUESTION 22 Conviction Rates**

Based on Table 2-5, discuss the impact the conviction rate may be having on your community.

The conviction rate for justice court have a positive effect on lessening alcohol/drug related offenses as the conviction rate is close to 90% for all the offenses listed. It was stated in our key informant interview that the justice system is very fair and doesn't play favorites of LE over citizens, or vice a versa.

### **QUESTION 23**

Based on Local Data, identify any specific type of crime that has a conviction or dismissal rate noticeably different than others.

In Beaverhead Co. there were 20 drug related arrests/filings in Justice Court, of those 14 were transferred to another court, 3 were listed as "none" and 3 were dismissed. Looking at alcohol related offenses in Justice court, there were 42 arrests/filings, 4 were transferred to another court, 3 were dismissed, and 35 were found guilty. Unless all drug charges were felony charges, thus requiring a transfer to district court, why is it that drug charge conviction rates are so poor where alcohol conviction rates are at 83%?

## **Key Informant Interviews with Law Enforcement**

As part of this environmental assessment you will need to conduct interviews of key law enforcement officers. If your jurisdiction is served by both a police department and a sheriff's department you are encouraged to do an interview with both the Chief of Police and the Sheriff

but consider what interviews would be the most appropriate and informative for your community. Other law enforcement to consider includes Tribal Law Enforcement, Highway Patrol, Code Enforcement, Fish and Game or Forest Service.

**QUESTION 24 Key Law Enforcement Interviews**

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies pursuing to address binge drinking and drinking and driving in your community?

Law Enforcement in Beaverhead Co. makes an effort to attend all the newest trainings available on DUI drugs/alcohol. If they suspect someone is on drugs when they do a traffic stop they will interview the driver. Law Enforcement does walk thru at local bars.

**QUESTION 25 Key Law Enforcement Interviews**

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies NOT pursuing to address binge drinking and drinking and driving in your community? What appears to be the primary reasons they are not pursuing identified efforts?

Compliance checks are not conducted on a consistent basis, man power restraints. Safety check points are not being conducted as they feel it violates civil liberties. "We are doing the best we can."

## **Use of Local Ordinances**

**QUESTION 26 Use of Local Ordinances**

Based on Local Ordinance Data, discuss the application or enforcement of each ordinance that exists in your community. Is the ordinance applied consistently? Is use of the ordinance visible to the community? Does law enforcement view it as a useful tool in addressing alcohol-related problems?

LE did not weigh in on the usefulness of ordinances in Beaverhead Co. A conclusion cannot be accurately made on this matter, due to lack of information.

**QUESTION 27 Use of Local Ordinances**

Are there ordinances which do not exist in your community but which may be especially effective in addressing your binge drinking or drinking and driving in your community? If so, which ones, and why?

Happy hour or drink special ordinances would be helpful in Beaverhead Co., this would limit the pro drinking culture, however, this would be very difficult to get passed and enforced due to the social norms surrounding drinking in Beaverhead Co.

## Other Local Data: Criminal Justice

Feel free to consider other local data that will help you better understand how and to what extent criminal justice issues in your community may contribute to binge drinking and its consequences in your community. For example, you may have information on a local DUI Taskforce that exists and its activity level. You may be able to assess information from your local drug courts. If you have other local data, describe the results here.

## Criminal Justice Questions

### QUESTION 28

Based on information gathered from alcohol conviction rates, use of local ordinances, key law enforcement interviews and other local data, how might the local criminal justice system be contributing to binge drinking and its consequences in your community? Provide the rationale for your response.

Based on information obtained in a law enforcement interview, the Beaverhead Co. criminal justice system works with both LE and offenders to be "fair." Meaning, that they are very open minded and do not play favorites between LE and citizens. It was noted that they are more lenient on felony charges, as the prisons are over crowded.

### QUESTION 29

Based on the considerations in Question 21, to what degree do you believe the concerns around criminal justice are contributing to binge drinking and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact  
0      1      2      3      4      5      6X      7      8      9      10  
Major impact

From key informant interviews it was noted that the criminal justice system does not play favorites when sentencing (does not side with law enforcement or citizens based on favorites). Conviction rates in Beaverhead Co for alcohol related offenses is very high at 83%, conviction rates for drugs is at 0% with most offenses being transferred, pled down, or "none."

## SOCIAL AVAILABILITY – PART 3

Social availability includes the obtaining of alcohol from friends, associates and family members, but it also refers to the availability of alcohol at gatherings such as parties and other social events where the alcohol is provided as part of the event.

### QUESTION 30 Prevention Needs Assessment

Based on Workbook Part 1 - Tables 35 and 36, how does student perception of being caught for drinking in your community compare to the perception across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Based on PNA data provided in Table 35 Beaverhead Co. has a slightly bigger problem than the state of MT as a whole, for a smaller % of students believe if they drank alcohol they would be caught by the police.

In 2008, Beaverhead Co. had a .3 (23.5%) higher percentage point difference of students thinking they would be caught by police if they drank alcohol than the state average (23.2%).

In 2010, Beaverhead Co. had a 2.8 (21%) lower percentage point difference of students thinking they would be caught by police if they drank alcohol than the state average (23.8%).

In 2012, Beaverhead Co. had a 2.7 (23.5%) higher percentage point difference of students thinking they would be caught by police if they drank alcohol than the state average (26.2%).

Based on PNA data provided in Table 36 Beaverhead Co. has a slightly smaller problem than the state of MT as a whole, for a slightly larger % of students believe if they drank alcohol they would be caught by their parents.

In 2008, Beaverhead Co. HS students reported a 2.6 (53%) higher percentage point difference of perceived fear of being caught by parents if they drank alcohol than the state average (50.4%).

In 2010, Beaverhead Co. HS students reported a .9 (49.5%) lower percentage point difference of perceived fear of being caught by parents if they drank alcohol than the state average (50.4%).

In 2012, Beaverhead Co. HS students reported a .6 (52.7%) higher percentage point difference of perceived fear of being caught by parents if they drank alcohol than the state average (52.1%).

## Social Availability Questions

### QUESTION 31

Based on information gathered from law enforcement interviews, public opinion surveys, the Prevention Needs Assessment, and other local data what are the concerns around social availability that might contribute to binge drinking, drinking and driving, and respective consequences in your community? Provide the rationale for your response.

In BW Co. 15 sample opinion surveys were collected. 6 out of the 15 answers given on what most parents would do if they caught their child drinking or using drugs included “not much,” “try to cover for them,” “nothing,” “most would blame someone else”. This negative attitude could have a big impact on promoting underage drinking, binge drinking, drinking and driving in BW Co. Also, PNA data shows youth are not that scared of being caught by parents or police if they drank alcohol.

### QUESTION 32

Based on these considerations, to what degree do you believe social availability is impacting binge drinking and drinking and driving and its consequences in your community? Place an “X” on the scale below. Provide the rationale for your response.

No impact									Major impact	
0	1	2	3	4	5	6	7	8X	9	10

Based on the sample opinion surveys and LE interviews, out of the 15 sample opinion surveys that were collected. 4 out of the 15 answers given on what most parents would do if they caught their child drinking or using drugs include, “In Dillon, probably nothing,” “nothing,” “yell, ground kids or laugh & tell them to share.” This attitude surrounding teen alcohol use is negatively impacting Broadwater Co and promoting underage drinking, binge drinking, drinking and driving in Broadwater Co.

Key informant interviews suggest that the factor driving under the influence, underage drinking, binge drinking, and prescription drug abuse among youth and adults in Beaverhead county is the environmental attitude of, “way of life in Dillon.”

## **PROMOTION – PART 3**

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Promotion refers to attempts by alcohol retailers and the alcohol industry to increase demand through the marketing of their products. Once again, this will require some original data collection to acquire a sense of the depth and potential impact of various marketing tactics surrounding alcohol in your community.

### **Advertising**

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#### **QUESTION 33 Advertising**

Based on the data you collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, is the overall level of alcohol advertising in your community excessive? Provide the rationale for your response.

The level of advertising on buildings, billboards, newsprint, as well as local events appears low in Beaverhead Co. The building count for Dillon was 148, of those 18 were advertising alcohol (12.2%) and of the 16 it was noted that 5 had 3+ alcohol advertising messages (3.4%).

None of the billboards in the county advertised alcohol. The print media advertising alcohol was minimal.

#### **QUESTION 34 Advertising**

Based on the data collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, how might the magnitude of alcohol advertising in your community be impacting binge drinking and drinking and driving and its consequences?

18 community events were listed for Dillon (Beaverhead Co.) of those 5 were sponsored by alcohol serving establishments (28%). Based on community event sponsorships, advertising in the small downtown area, as well as no alcohol advertising billboards, the impact of alcohol advertising in Beaverhead Co. appears to be low.

#### **QUESTION 35 Alcohol-Related News Articles**

Based on the data collected regarding the number of news articles in contrast to the amount of advertising in local print media within your community, how do you think alcohol use is being portrayed? How do you think this is impacting binge drinking and drinking and driving in your community?

The Dillon Tribune reported only 1 alcohol advertisement for each of the dates studied. The same number of news articles were reported for the same time period. The Montana standard had many more advertisements compared to news articles surrounding alcohol use. If the number of advertisements outweighs the number of impactful stories surrounding drinking and driving, or alcohol abuse, one could guess this could lead to higher numbers of alcohol related accidents and drinking and driving.

## Promotion Questions

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### QUESTION 36

Based on information gathered from sponsorships, advertising and other local data, what are the concerns around promotion that might contribute to binge drinking and drinking and driving and the associated consequences in your community? Explain the rationale for your response.

5 out of 18 events listed had alcohol sponsors (28%). Many more events could have been listed making the number of alcohol sponsored events even smaller. Advertising in Beaverhead Co. is minimal, however, the beliefs surrounding underage drinking by some taverns listed in LE interviews is of concern. It was noted that a particular establishment feels if you are old enough to serve your county in the military you should be old enough to drink.

### QUESTION 37

Based on these considerations, to what degree do you believe promotion is impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	3	4	5X	6	7	8	9	10	

The level of alcohol advertising in Beaverhead Co. seems low, thus giving a perception that it is having minimal impact on binge drinking and drinking and driving.

## SCHOOL POLICIES – PART 3

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**QUESTION 38**

Based on information gathered from your school districts, what are the concerns around how those policies contribute to either the underage substance use or reduce underage substance abuse and the associated consequences in your community? Explain the rationale for your response.

Dillon High school had an extensive ATOD policy in place that is enforced all the time and equally. The only point of concern is that there is no ATOD testing in the schools, which could lead students to have a sense of false safety surrounding substance use and abuse. It was suggested in a social availability survey that the place where youth may drink in Beaverhead Co. is the "school parking lot."

**QUESTION 39**

Based on these considerations, to what degree do you believe your school district's policies and programs in your community are impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact  
0      1      2      3      4      5      6X      7      8      9      10  
Major impact

School policies substance use/possession for Beaverhead Co. school district is extensive and addresses suspension, expulsion, as well as extra-curricular activities. At this time it is not believed that Dillon's school policy is contributing to binge drinking in Beaverhead Co.

**MEDICAL FIELD INFORMATION – PART 3**

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**QUESTION 40**

Based on information gathered from local hospitals, pharmacies, and prescribers, what are the concerns around prescription drug abuse in your area? Explain the rationale for your response.

Based on key informant interviews with medical professionals, concern was expressed about repeat suicide attempts, overdose, and the “frequent flyers” surrounding the climate of prescription drug use/abuse in Dillon. Key informants noted doctors in the area are dispensing prescription meds like “candy” and that there is a lack of services for youth in the community.

**QUESTION 41**

Based on these considerations, to what degree do you believe the medical field data you collect is impacting prescription drug abuse and its consequences in your community? Place an “X” on the scale below. Explain the rationale for your response.

No impact

0

1

2

3

4

5

6

7

8X

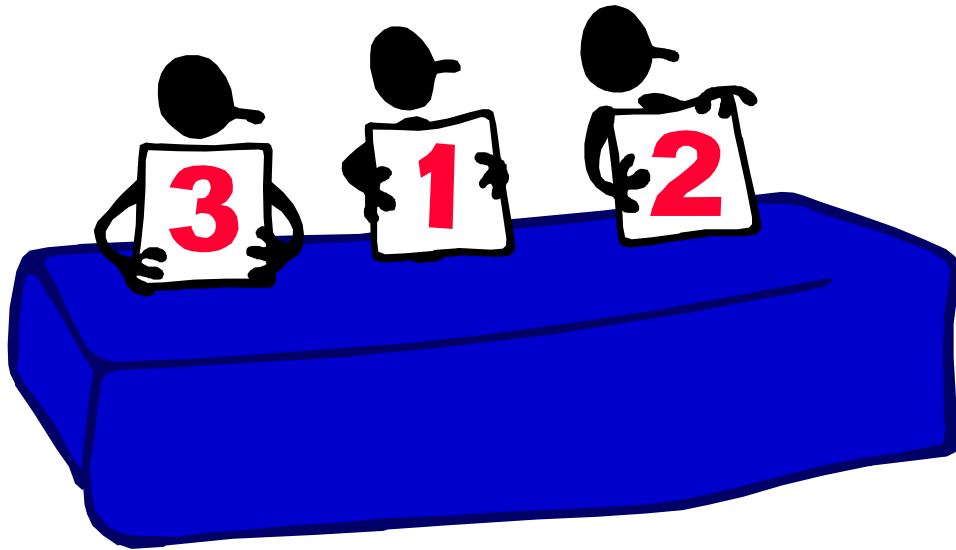
Major impact

9

10

Information provided through key informant interviews demonstrates there is a big problem with prescription drug abuse in Beaverhead County. This can be seen in PNA data, Workbook Part 1 - Table 20 where Beaverhead Co. HS students report higher than state average rates of past 30 day prescription drug use for years, 2008, 2010 (5.7% for Beaverhead co vs. 4.0% for MT State), and 2012 (7.0% for Beaverhead Co vs. 3.5% for MT State). Also, it is mentioned in all key informant interviews that doctors give out drugs like candy, also that illegal sharing of drugs is a problem.

# Prioritization



**Task Three:**  
**Rank the Four Causal Areas from the Greatest Contributor to Your  
Community's Problems to the Smallest Contributor**

## Prioritizing

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The next stage involves prioritizing the causal areas. The first step is achieved by placing the appropriate scores from Questions 14, 22, 25, and 29 next to its related causal area. Based on the scores, rank each causal area with 1 being the highest priority and 4 the lowest. In the case of a tie, decide which area is of higher priority for your community in relation to binge drinking, drinking and driving, and motor vehicle crashes. After having completed the ranking, explain the rationale for your rankings on the next page.

The prioritization will be the basis of for determining which combination of environmental prevention policies, practices and programs are strategically best for your community.

Score	Rank	Causal Area
7	3	Retail Availability
6	4	Criminal Justice
8	2	Social Availability
5	6	Promotion
6	5	School Policy Info
8	1	Prescription Drug

## QUESTION 42

Provide the rationale for your rankings of the causal factors.

When ranking the causal factors on a scale of 0-10 with 0 being no impact on the community and 10 being major impact on the community and ranked each category based on the information collected in informant interviews, PNA data charts, as well as opinion surveys. Causal factors with the highest score received a 1 or 2, causal factors with the lowest score would get a 5 or 6.

The ranking system mentioned above is an accurate representation of the effect of the below mentioned categories in Beaverhead county. Data from the PNA, social opinion surveys, key informant interviews support the below ranking.

Prescription drug abuse was ranked #1 for, information provided through key informant interviews demonstrates there is a big problem with prescription drug abuse in Beaverhead County.

### 1. PRESCRIPTON RX ABUSE

No impact  
0 1 2 3 4 5 6 7 8X 9 10 Major impact

This can be seen in PNA data, Workbook Part 1 - Table 20 where Beaverhead Co. HS students report higher than state average rates of past 30 day prescription drug use for years, 2008, 2010 (5.7% for Beaverhead co vs. 4.0% for MT State), and 2012 (7.0% for Beaverhead Co vs. 3.5% for MT State). Also, it is mentioned in all key informant interviews that doctors, "give out drugs like candy," also that illegal sharing of drugs is a problem and hard to detect.

### 2. SOCIAL AVAILABILITY

No impact  
0 1 2 3 4 5 6 7 8X 9 10 Major impact

Based on the sample opinion surveys and LE interviews, out of the 15 sample opinion surveys that were collected. 4 out of the 15 answers given on what most parents would do if they caught their child drinking or using drugs include, "In Dillon, probably nothing," "nothing," "yell, ground kids or laugh & tell them to share." This attitude surrounding teen alcohol use is negatively impacting Broadwater Co and promoting underage drinking, binge drinking, drinking and driving in Beaverhead Co.

### 3. RETAIL AVAILABILITY

No impact  
0 1 2 3 4 5 6 7X 8 9 10 Major impact

Retail availability plays a major role in promoting a pro-drinking and drinking and driving culture in Beaverhead Co. Beaverhead Co. does not conduct compliance checks on a regular basis as well as taverns identified (through key informant interviews) as not approving of the minimum drinking age. Beaverhead Co. has a large number of liquor licenses (27) per population size

(9,346). The factors listed above could contribute to high rates of underage drinking, binge drinking, and drinking and driving, which has a negative impact on Beaverhead Co.

#### 4. CRIMINAL JUSTICE

No impact

0	1	2	3	4	5	6X	7	8	9	10
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Major impact

From key informant interviews it was noted that the criminal justice system does not play favorites when sentencing (does not side with law enforcement or citizens based on favorites). Conviction rates in Beaverhead Co for alcohol related offenses is very high at 83%, conviction rates for drugs is at 0% with most offenses being transferred, pled down, or “none.”

#### 5. SCHOOL POLICY

No impact

0	1	2	3	4	5	6X	7	8	9	10
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Major impact

School policies substance use/possession for Beaverhead Co. school district is extensive and addresses suspension, expulsion, as well as extra-curricular activities. At this time it is not believed that Dillon’s school policy is contributing to binge drinking in Beaverhead Co.

#### 6. PROMOTION

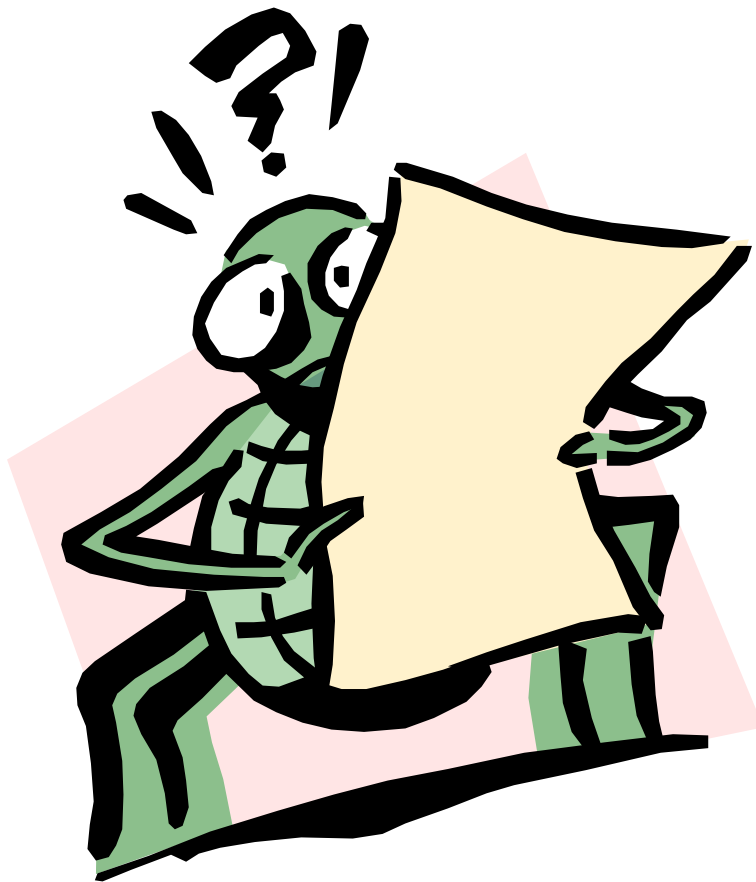
No impact

0	1	2	3	4	5X	6	7	8	9	10
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Major impact

The level of alcohol advertising in Beaverhead Co. seems low, thus giving a perception that it is having minimal impact on binge drinking and drinking and driving.

# Final Question



**Task Five:**  
**Determine What Combination of Causal Areas**  
**Your Community should Target**

## Your Final Conclusions

Now that you have considered the data surrounding your community's alcohol problems, as well as each causal area for these problems, you need to decide what to do. This decision will ultimately be part of your community's SPF SIG Strategic Plan and lead to very specific environmental evidence-based strategies for you to implement. For now, think about your data and especially your final rankings on page 66 as well as your resource assessment on page 69. Also, mull over the possible connections among the four causal areas. Would it be possible to target social availability without also targeting criminal justice/law enforcement? Will changes in retail availability necessarily require changes in the enforcement of policy? Now answer the following question.

## Final Needs Assessment Question

### QUESTION 43

It is very unlikely that your community can or needs to address every causal area to impact existing binge drinking and drinking and driving problems. What combination of causal areas is most likely to produce changes in the environment which currently exists within your community? What specific causal factors will you target and why?

Prescription Drug Abuse and Social Availability ranked the highest for Beaverhead County. This ranking is backed through concern from key informant interviews with LE, medical service professional interviews, prevention needs assessment (PNA) data, and social availability surveys.

Prescription drug abuse ranked #1 in Beaverhead Co's causal areas, thus making it the highest priority to address.

PNA (Prevention Needs Assessment) data for Beaverhead shows that 3 out of 3 years that students report a higher than state average rates using prescription drugs in the past 30 days. In 2008, 30 day use of prescription drugs for Beaverhead Co. High School students was a 4.5 higher percentage point difference than the MT state average of 0.

In 2010, 30 day use of prescription drugs for Beaverhead Co. High School students was a 1.7 (5.7%) higher percentage point difference than the MT state average (4%).

In 2012, 30 day use of prescription drugs for Beaverhead Co. High School students was a 3.5 (7%) higher percentage point difference than the MT state average (3.5%).

Social Availability ranked #2 in Beaverhead Co's causal areas, thus making it the second highest priority to address for FY15.

In the social availability surveys it was noted by a third of the citizens that parents wouldn't do much to discipline children if they caught them drinking. Key informant interviews noted that alcohol use in Dillon is a "Way of Life." Key informant interviews with law enforcement noted that the alcohol related problems that they address the most are; underage drinking, DUI, and alcohol related domestic assault in both adults and youth. It was noted that there is a tavern in Beaverhead Co that holds the attitude that, "if you are old enough to serve your country then you should be old enough to drink."

Based on PNA (Prevention Needs Assessment) data students in Beaverhead co consistently rank lower than the state average on rates of perceived parental disapproval if they used drugs/alcohol, students talking with parents about the dangers of drugs/alcohol, belief that it is wrong to drink alcohol, and harm in binge drinking than the MT State average.